

MADADATELINE

WILLIAM B. LOVEGREEN, President – RANDY REED, First Vice President
STEVE REUTHER, Second Vice President – LYNN THOMPSON, Treasurer
R.L. "LEE" LAFARGE, Executive Vice President
NATE WALKER, Director of Operations – SAM BARBEE, Director of Legislative Affairs
DAN LEA, Director of Member Services – RANDY CASE, Senior Field Services Representative
PHIL SCHNIEDERS, Field Services Representative – DOUG SMITH, Field Services Representative

VOLUME 03, NUMBER 4

<http://www.mada.com>

February 14, 2003

MADA SPONSORS TEAM TO COMPETE IN 2003 NATIONAL AUTO TECH CONTEST



2003 MADA Automotive Tech Competition Winners

(Pictured left to right are: R.L. "Lee" LaFarge, MADA Executive Vice President; Gavin Allan, DESE Representative; Jerry Sanders, Rolla Technical Institute (RTI) Instructor; Nate Walker, MADA Director Of Operations; Jeff Phelps, RTI Student; Michele Baker, Linn State Technical College (LSTC) Director of Admissions; Justin Crum, RTI Student; Rich Echols, Missouri AYES Manager, MADA; and Dr. Donald Claycomb, LSTC President.)

The Missouri Automobile Dealers Association (MADA) again this year will sponsor a team of two Missouri High School seniors to compete in the 2003 Greater New York Automobile Dealers Association (GNYADA) National Automotive Technology Competition to be held during this year's New York International Automobile Show in April. Justin Crum and Jeff Phelps, senior students from Rolla Technical Institute (RTI) in Rolla, Missouri will represent MADA at the Eleventh Annual GNYADA National Automotive Competition in New York City on April 21-24, 2003. Crum and Phelps were the winners of the Missouri competition held on Friday, February 7 at Linn State Technical College (LSTC), Linn, Missouri. They teamed together to score the highest combination of points on the test with a score of 118 out of a possible 150.

2003 MADA Auto Tech Competition Runners-Up

The runner-up team was from Lewis & Clark Career Center, St. Charles, Missouri. The Lewis & Clark Career Center team initially was tied with the RTI team with a score of 118 out of 150. With a tie breaker system in place, RTI was named the winner.

The team from Lewis and Clark Career Center was made up of Chris Dunlap and Daren Ruhr. The instructor from Lewis & Clark Career Center was Steve Reese.

RTI is the defending champion school and has won the contest three out of the past five years. This year marked the largest field of teams and participants to compete since MADA began sponsorship seven years ago, representing students from seventeen Missouri Vo-Tech Programs.



(Pictured left to right are: R.L. "Lee" LaFarge, MADA; Gavin Allan, DESE; Steve Reese, Lewis & Clark Career Center; Nate Walker, MADA; Daren Ruhr, Lewis & Clark Career Center; Michele Baker, LSTC; Chris Dunlap, Lewis & Clark Career Center; Rich Echols, MADA; and Dr. Donald Claycomb, LSTC.)

2003 MADA Auto Tech Competition Individual Winners

Out of a possible score of 75 points, the top five individual winners were:

Justin Crum (61)
Rolla Technical Institute, Rolla

Chris Johnson (61)
Nichols Career Center, Jefferson City

Daren Ruhr (60)
Lewis & Clark Career Center, St. Charles

Chris Dunlap (58)
Lewis & Clark Career Center, St. Charles

Jeff Phelps (57)
Rolla Technical Institute, Rolla



(Pictured left to right are: R.L. "Lee" LaFarge, MADA; Chris Johnson, Nichols Career Center; Justin Crum, RTI; Daren Ruhr, Lewis & Clark Career Center; Chris Dunlap, Lewis & Clark Career Center; Jeff Phelps, RTI; and Dr. Donald Claycomb, LSTC.)

This is MADA's eighth year to sponsor a team to represent Missouri. Letters and invitations were sent in December 2002 to all Automotive Tech Schools in Missouri to encourage their students' participation in competing in the Missouri Automobile Dealers Association's Automotive Technology Competition. MADA is proud to sponsor a team of two high school seniors, and their instructor, to experience an all expenses paid trip to compete in the National Automotive Technology Championship. The two winning students also received \$1,500 scholarships each to Linn State Technical College sponsored by Linn State Technical College.

The means of selecting the two-person team was by written exam proctored at Linn State Technical College. This test was prepared by Automotive Service Excellence (ASE) and is specifically designed for high school seniors. MADA works in close cooperation with Linn State Technical College, the Missouri Department of Elementary and Secondary Education, Division of Industrial Education and ASE in sponsoring this competition.

The MADA sponsored contest has grown during the past six years. During the first year of competition in 1996, we had participation from ten schools and forty-eight contestants. This year, our goal was to have 150 students registered to compete; we met and exceeded that challenge with 218 registered for the test from seventeen participating schools.

The rules of the national competition are simple. The competition takes place in two stages. Each team of high school seniors is assigned a new automobile that is rigged to malfunction in a number of ways. The student teams must then diagnose the problem and correct it within an allotted time. Each "bug" correctly diagnosed and repaired is worth a number of points, depending on the level of difficulty. Second, the students' theoretical knowledge is tested through a series of challenging workstations specially prepared by Snap-On, Hunter Engineering, Fluke and the EPA.

The Missouri team will be tested on a Mazda Protege. Jerry Sanders, instructor at the Rolla Technical Institute, will lead the Missouri team preparation with the assistance of the automotive service department and technicians of Sellers-Sexton, Inc., St. Robert, Missouri. MADA would like to especially thank Larry Sexton of Sellers-Sexton, Inc. for his support and assistance with this year's team preparation. MADA Director of Operations Nate Walker, Missouri AYES Manager Rich Echols and RTI's Jerry Sanders will accompany the students to New York City for the national competition.

Sponsored by many of the biggest names in the automotive industry, GNYADA's National Automotive Technology Competition is a clear demonstration of the industry's strong commitment to excellence in automotive education. The U.S. Department of Education and the U.S. Environmental Protection Agency (EPA) endorse the competition.

MADA's primary goal with sponsorship of the Missouri Automotive Technology competition is to recognize the economic and social contributions made by automotive educators, automobile dealerships and the entire automotive community, which serve the public through their continuous work to provide the safest motor vehicles constructed to the highest standards. With sponsorship, MADA hopes to motivate both students and teachers and raise the standards for automotive technology educational programs in Missouri.

PRESIDENTS DAY -- MONDAY, FEBRUARY 17

Just a reminder - the MADA offices will be closed on Monday, February 17, 2003, in observance of Presidents Day.

MISSOURI AYES UPDATE – MEETING THE NEEDS OF DEALERSHIPS



Missouri AYES Assists With 2003 MADA Auto Tech Competition

(Pictured left to right are: Gavin Allan, DESE, Jefferson City, MO; Gary Maune, Four Rivers Career Center instructor, Washington, MO; Robert Hess, DESE, Jefferson City, MO; David Berry, Regional AYES/ASEP Manager, General Motors, Dallas, TX; Rich Echols Missouri AYES Manager, MADA; and Gary Lee, Ozarks Technical Community College instructor, Springfield, MO. Those pictured above and other Auto Tech instructors, Linn State Technical College staff and MADA staff met to discuss issues relating to the Auto Tech competition and Missouri's AYES program.)

When visiting dealership service managers across the State of Missouri, the most frequent request for assistance is in the area of qualified technicians. Although there is no quick fix for this problem, AYES (Automotive Youth Educational Systems) provides a platform for proven successful partnerships that places qualified entry-level technicians in the dealerships. Critical to the success of these partnerships is the relationships that are developed between the educational systems, the dealerships and the students. Dealerships are encouraged to become involved in the community by participating in the Business and Education Councils that are formed for each AYES school. In doing so, business is providing direction for the educational system designed to meet the needs of industry.

As an industry driven initiative, support comes from thirteen of the major automobile manufacturers, as well as NADA, MADA, the St. Louis Auto Dealers Association, the Automobile Dealers Association of Greater Kansas City, and the Missouri Department of Elementary and Secondary Education. Dealership staff and principals attended all four launches to learn the particulars of AYES operations, toured the educational facilities and met the instructional staff in automobile technology. Manufacturers representatives also attended, indicating their support of the initiative.

The Missouri AYES Manager, Rich Echols, works with dealerships, counselors from the sending schools, parent groups, career/vocational schools and middle schools to not only change the image of an auto tech, but also to recruit a higher caliber of student into automobile technology programs. Advancing technology in the automotive industry requires highly skilled technicians. With the cooperation and participation of industry, dealerships and career/vocational schools, students are being provided with the latest technology through the AYES web based curriculum.

To become involved in this dynamic initiative you should work with your local career center or contact Rich Echols, Missouri Automobile Dealers Association at 573-634-3011, ext. 173. The eight schools now affiliated with AYES are: Lewis & Clark in St. Charles, Four Rivers Career Center in Washington, Cass Career Center in Harrisonville, Ozark Technical Community College (OTC) in Springfield, Kirksville Area Technical Center in Kirksville, Grand River Technical School in Chillicothe, Herndon Career Center in Raytown, and Clinton Technical School in Clinton.

MO/IL CONVENTION UPDATE – SPECIAL EVENTS SIGN-UP FORM NEEDED

The MADA/IADA Convention in Maui, Hawaii (March 22-29-2003) is fast approaching. **Convention attendees**, please take a minute to review the convention agenda and the special events sign-up form included with this *Dateline* mailing. If you haven't already done so, please complete the enclosed special events sign-up form for the golf tournaments, tennis and other activities and **fax it to 573-636-5834 TODAY!** Guarantees must be given to event coordinators by March 5, 2003.

MADA BOARD OF DIRECTORS ELECTION – WATCH FOR BALLOTS

MADA Board of Director election ballots were mailed to all full members on February 14, 2003. All ballots, in order to be considered for tabulation, must be in MADA's possession on or before March 10, 2003. Those newly elected or re-elected directors will begin their two-year term of office on June 1, 2003. Do your part by casting your vote for the director(s) of your choice.

DEALER ALERT

MADA continues to encourage its members to **be on the lookout** for, and to **closely monitor, invoices, e-mails and/or unsolicited checks** to make sure that they are for goods/services ordered and/or are wanted by your dealership. MADA continues to receive calls from dealers concerning e-mail scams and unsolicited invoices, including most recently those from **YELLOW-PAGE.NET Solicitation Center**, Mesa, AZ (unsolicited check); **Dr. Donald Obafemi**, (e-mail/fax scam requesting assistance with money/investments); **Mr. Joseph Banda of Zimbabwe/South Africa** (e-mail scam, with a follow up U.S. Postal letter asking for help with money investments); **Umba Johnson, Zimbabwe** (e-mail scam requesting assistance with money); **Mr. Robert Johnson, Abidjan, Ivory Coast, West Africa** (e-mail scam requesting assistance with money); and **Mrs. Mariam Abacha, Nigeria** (e-mail scam requesting assistance with money/investments). **The number of scams continues to grow. BEWARE!!!** In past issues of *Dateline*, we have listed several companies and specific "scams" that you need to be aware of. If you receive an unsolicited invoice from any company and you would like MADA to investigate and/or warn other dealers, please contact MADA's Nate Walker at nwalker@mada.com or 573-634-3011.

MADA FORMS SERVICE

Enclosed in this week's *Dateline* mailing is a flyer featuring MADA Form M33 (Limited Warranty) and MADA Form M4809 (Notice of Lien). MADA's Forms Service can provide many forms and other products to meet your business needs. Give Cathy, Sandy, Randy, Phil, or Doug a call at 1-800-776-6232. We're here to serve you!!!

MANUFACTURER RECALLS: RECALL = REVENUE

(The following article was reprinted from CARFAX's "Dealer Corner")

The words "Manufacturer Recall" can strike fear in the hearts of even the shrewdest used car salesmen, but fear not, says a new survey commissioned by CARFAX.

Key findings from the survey indicate that notification of manufacturer recalls can actually increase profits for OEM new/used car dealerships.

Surveyors found that, of the purchasers who repaired manufacturer recall items, well over one-third had additional, non-recall repairs or maintenance work performed while having the recall item fixed. It is important to note that nearly 94% of these repairs were made at the dealerships versus independent repair/maintenance shops.

Additionally, 96% of used car buyers surveyed said that knowing about a recall wouldn't have stopped them from purchasing the pre-owned vehicle. Based on the comments submitted by recent purchasers of vehicles with manufacturer recalls, knowing about the recall didn't dissuade them from purchasing rather it prompted them to follow up with the dealer and either confirm that the recall had been remedied or to schedule a time with the dealer to have it completed.

"There were two (2) recalls on our car -- we still purchased the car knowing that either the recalls were already done or that we could easily get them taken care of by a dealer," said one respondent in the comments section. Notification of the recall by the dealer can serve to build consumer trust and encourage return business.

"I asked the dealer to verify that the recall work had been performed; he provided me with a thorough service history, which gave me peace of mind about the car," said another respondent.

More good news for dealers came from car purchasers who were informed of manufacturer recall items and had them repaired by the dealership. These customers indicated that they were +75% more likely to revisit that dealership in the future.

So, gone are the days when uttering the term "manufacturer recall" was done with trepidation. Today, recall relief for used car customers can be spelled r-e-v-e-n-u-e for remarketing dealers.

R.L. "Lee" LaFARGE, EXECUTIVE VICE PRESIDENT
NATHAN B. WALKER, DIRECTOR OF OPERATIONS

This publication is intended to provide accurate and authoritative information on the subject matter covered and is distributed with the understanding that the publisher and distributor are not rendering legal, accounting, or other professional services and assume no liability whatsoever in connection with its use.